

**Remarks Prepared For
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**For the
Opening Ceremony
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Thank you, Dr. Toyoda, for the introduction and good afternoon to all. It is my pleasure to be back in Japan to represent the United States of America at this 11th ITS World Congress.

I want to thank our hosts at ITS Japan for their great effort and hard work in planning and organizing this conference.

I bring greetings from President Bush and Secretary Mineta to all of you, and especially to:

- Imperial Highnesses, Prince and Princess Akishino
- Dr. Shoichiro Toyoda, President, ITS Japan
- Mr. Tamisuke Watanuki, Member of House of Representatives, Japan
- Mr. Masaaki Kanda, Governor, A-i-chi Prefecture
- Mr. Takehisa Matsubara, Mayor, City of Nagoya
- His Excellency Bernhard Zepter, EU Ambassador to Japan
- Mr. Brent Bair, Chairman, ITS America

- Mr. John Hughes, Vice-Chairman, ERTICO-ITS Europe

At the United States Department of Transportation, we see great potential in Intelligent Transportation Systems. We strongly believe that ITS technology will enhance mobility and productivity.

However, a *livable* society must first be a *safe* society. As the leader of the United States Government agency that is responsible for keeping people safe on the nation's roadways, I believe that the most important mission for ITS is safety.

In our country, as in many of yours, motor vehicle crashes are a leading cause of death and disability. In the United States, motor vehicle crashes are the leading cause of death for children, and adults to age 35.

Over the past few years, I have had the great privilege of working for a man who cares passionately about safety - my boss, Secretary Norman Mineta. His commitment is so strong that he has rightfully become known as the "Safety Secretary."

During his watch, we have made great strides in safety. Since 2000, we have increased safety belt usage by 9 percentage points in United States...and last month, the Secretary and I announced that this year safety belt use has reached the important threshold of 80% - a record high in the U.S.

With those gains in safety belt usage, it is no coincidence that traffic fatalities decreased for the first time in 6 years, including the first decrease in alcohol-related fatalities in many years.

Everyone recognizes that, in today's world, transportation is a key element of the global economy. However, in the past, some believed that in order to improve productivity and mobility, safety had to be sacrificed.

This could not be farther from the truth. In fact, I firmly believe, that if we focus our efforts on safety first, productivity and mobility will follow. As Secretary Mineta told the United Nations in April, "*Morbidity and Mortality* should NOT be the price of *Mobility*."

I would like to commend the many entities around the world that have adopted a "Vision Zero," to visualize a world in which mobility does not mean losing our family and friends to road traffic crashes.

At this point in history, we are at the cusp of seeing ITS technologies deployed taking safety to the next level. We have traditionally dwelt on passive safety and crashworthiness standards to ensure safety on our roadways. But things are changing. As we seek to drive down the fatality rate further, we need to focus on intelligent systems for active safety and crash avoidance. We should envision a road

environment where vehicles do not collide, or if they do, that the forces of the crash are diminished. This can and must happen with future ITS technologies.

And at the United States Department of Transportation, we are charting a bold new course to embrace this future. We recently unveiled nine ITS initiatives that will form the centerpiece of our research and development program.

The nine initiatives seek major new advances in intelligent transportation systems to improve safety, relieve congestion and improve productivity. Four of them deal directly with active safety technologies.

Our *Integrated Vehicle Based Safety Systems* project uses ITS technology to help drivers avoid the most common type of deadly crashes – those involving rear-end collisions, road departures or lane changes, which in the United States alone account for 2.6 million crashes each year, 27,000 of them fatal.

Our *Cooperative Intersection Collision Avoidance Systems* project will look at ways that ITS technology can save lives and reduce injuries at hazardous intersections. In 2002, more than 9,000 Americans died in intersection related crashes.

Our 3rd initiative, *Next Generation 9-1-1* project lays the foundation for better emergency response in a wireless society. Currently, in our large and mostly rural nation, America's emergency number system is not equipped with technology to find

vehicles after a crash, unless the location is verbally described. Future systems will use text, data images and video to improve incident management and emergency response.

Our *Vehicle Infrastructure Integration* will allow deployment of advanced vehicle-to-vehicle and vehicle-to-infrastructure communications that could keep vehicles from leaving the road and enhance safe movement through intersections.

We have enjoyed learning from and working with our counterparts in the Japanese government and with Japanese industry on intelligent systems and the Advanced Safety Vehicle Program. We look forward to working with our European counterparts on their *e-Safety* initiative.

I am very encouraged that the world community is taking road safety so seriously. For the first time in its 50-year history, the World Health Organization selected Road Safety as its theme for this year's World Health Day. The WHO recently convened a conference inviting representatives from all of the United Nations Regional Economic Commissions for the purpose of bringing the world together to bring safe travel to all road users on the globe.

This should be our common goal: To assure safety on our world's roadways. There are 1.2 million people killed every year, and most are preventable. There is no better

mission for us than to pursue a safer world even as we strive for better mobility and productivity in our transportation systems.

Thank you for the honor of addressing you today.

We look forward to welcoming you next year to San Francisco for the 12th ITS World Congress. Arigato go-ZAI-i-mass.